



## DEPARTMENT OF THE INTERIOR

### INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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#### INTERIOR SEEKS WAYS TO HELP FISHING INDUSTRY INCREASE EXPORTS

Methods by which Government agencies can help the American fishing industry increase exports to foreign markets are being studied by the Department of the Interior as a result of the Government-industry export conference of June 20, Assistant Secretary Ross Leffler announced today.

The conference was sponsored by the Department of the Interior with cooperation of the Departments of Commerce and State. It was attended by representatives of a number of the major fishing and fish processing industries. Also, participating in the meeting were representatives of the Export-Import Bank and the Federal Trade Commission.

At the conference it was suggested that the industry should aim specifically at foreign markets by preparing fishery products to meet the consumer preference of persons in other countries and not merely attempt to market abroad products prepared for the American consumer. Numerous examples of differences of consumer preferences were given. It was generally agreed, however, that more knowledge of the tastes and desires of consumers in other countries is necessary if the American processor is to gear for the foreign market. It was also suggested that more active price competition might increase exports.

Industry spokesmen at the conference also pointed out numerous trade impediments such as high tariffs and taxes, import licenses, excessive exchange guarantees as well as transportation cost differentials, and labelling requirements.

Other speakers pointed out the need for more prompt and precise reporting of foreign market conditions, on prices of foreign products, costs of production and the intent of foreign countries to purchase fishery products, the need for better export credit facilities and risk insurance, especially for small companies.

Other matters stressed included the need for more promotion of American fishery products in foreign fields and the necessity of having commercial officers abroad who have experience in fisheries.

Secretary Leffler has announced that the record of the meeting will be held open until July 1 for the inclusion of additional written statements by interested persons.

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